



**CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)**

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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted First Class mail to the US Patent and Trademark Office: Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450 or transmitted by facsimile to the U.S. Patent and Trademark Office, Fax No. (703)872-9306.

Date: 07 December 2005

By: Laurie A. Torres  
Laurie A. Torres

**Mail Stop Amendment**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Charles A. Eldering**

Conf. No.: 8185 : Group Art Unit: 2611  
Appln. No.: 09/205,119 : Examiner: Lonsberry, Hunter D.  
Filing Date: 03 December 1998 : Att'y. Docket No.: T704-00  
Title: Advertisement Monitoring System

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

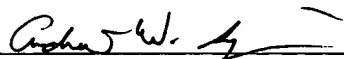
- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. 501535.

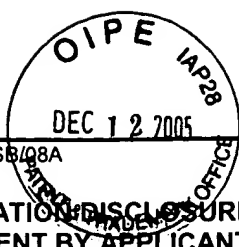
Application No. 09/205,119

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

Respectfully submitted,

  
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Date: 12/7/05



Form PTO/SB/08A		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b> (use as many sheets as necessary)		<b>Application Number</b>	09/205,119
		<b>Filing Date</b>	03 December 1998
		<b>First Named Inventor</b>	Charles A. Eldering
		<b>Group Art Unit</b>	2611
		<b>Examiner Name</b>	Lonsberry, Hunter D.
<b>Sheet</b>	1	<b>of</b>	1
		<b>Attorney Docket Number</b>	T704-00

U.S. PATENT DOCUMENTS				
Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
	Number	Kind Code (if known)		
	20020194058		Eldering, Charles A.	12-2002
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	US6205247		Breuer et al	03-2001
	US6400996		Hoffberg et al	09-2002

FOREIGN PATENT DOCUMENTS						
Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
	Country Code	Number	Kind Code (if known)			
	GB	2348530		ESTHER	10-2000	
	WO	9966719		ZIGMOND	12-1999	

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS				
Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.			T <sub>1</sub>
	CHANG, A.M., "Goodies" in exchange for consumer information on the internet: economics and issues", IEEE Publication, 12 pgs., (January 1998)			
	AdForce, "The AdForce professional management team, composed of seasoned high technology and Internet executives, is unique in the field of Internet advertising management.", 4 pgs. (March 24, 2000)			
	AMSBURY, WAYNE, "Data Structures From Arrays to Priority Queues", Wadsworth Publishing Company, Pages 288, 332, 333, 4 pgs., (1985			
	AdForce. "AdForce Strategic Partners. 2 pgs.. (March 27, 2000)			

<b>Examiner Signature</b>		<b>Date Considered</b>	
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T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.